

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	WEALTH MANAGEMENT	Instructor	I-TING LU
Course Class	TLWXB3A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<ul style="list-style-type: none"> I. Learning and instanding international financial theory. II. Learn to plan the future. III. Enhance the ability of practical analysis. IV. Increase the team research ability. V. Master the international financial pulsation. VI. Cultivate morality and global civilization. 			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<ul style="list-style-type: none"> A. The student to have a basic knowledge of international financial management theory and practice.(ratio:60.00) D. To have a global perspective of the subject and a basic command of foreign language abilities.(ratio:20.00) E. To obtain international professional qualifications that will aid their future career. (ratio:20.00) 			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	The wealth management investment process can be organized into four general, integrated categories: client relationship, client profile, wealth investment policy, portfolio management, monitoring, and market review. The main theme of this course is to discuss the process and interrelationship of these categories.
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The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understanding the concept and process of wealth management	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ADE	124578	Lecture, Discussion	Testing, Study Assignments, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Introduction	
2	109/09/21 ~ 109/09/27	The wealth management process	
3	109/09/28 ~ 109/10/04	Fiduciary and professional standard	
4	109/10/05 ~ 109/10/11	Client goal and constraints	
5	109/10/12 ~ 109/10/18	Risk is a four-letter word	

6	109/10/19 ~ 109/10/25	Data gathering and analysis	
7	109/10/26 ~ 109/11/01	Client education	
8	109/11/02 ~ 109/11/08	Mathematics of investing	
9	109/11/09 ~ 109/11/15	Investment theory	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Asset allocation	
12	109/11/30 ~ 109/12/06	Portfolio optimization	
13	109/12/07 ~ 109/12/13	Retirement planning	
14	109/12/14 ~ 109/12/20	Investment policy statement	
15	109/12/21 ~ 109/12/27	Portfolio management	
16	109/12/28 ~ 110/01/03	Performance appraisal and evaluation	
17	110/01/04 ~ 110/01/10	Review	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement			
Teaching Facility	Computer		
Textbooks and Teaching Materials	The new wealth management : the financial advisor's guide to managing and investing client assets by Harold Evensky, Stephen M. Horan, Thomas R. Robinson		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other (oral presentation) : 30.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		